



Membership Value and Engagement Opportunities

ABIS - The Academy of
Business in Society



The Academy of Business in Society

ABOUT US

Our mission is to advance the role of business in society through research and education. Every day, we focus on:

- mobilizing **sustainability change agents** in academia and business
- developing spaces and practices that equip business leaders with the **knowledge, skills and mindsets** they need
- accelerating the **movement** towards an inclusive and circular economy

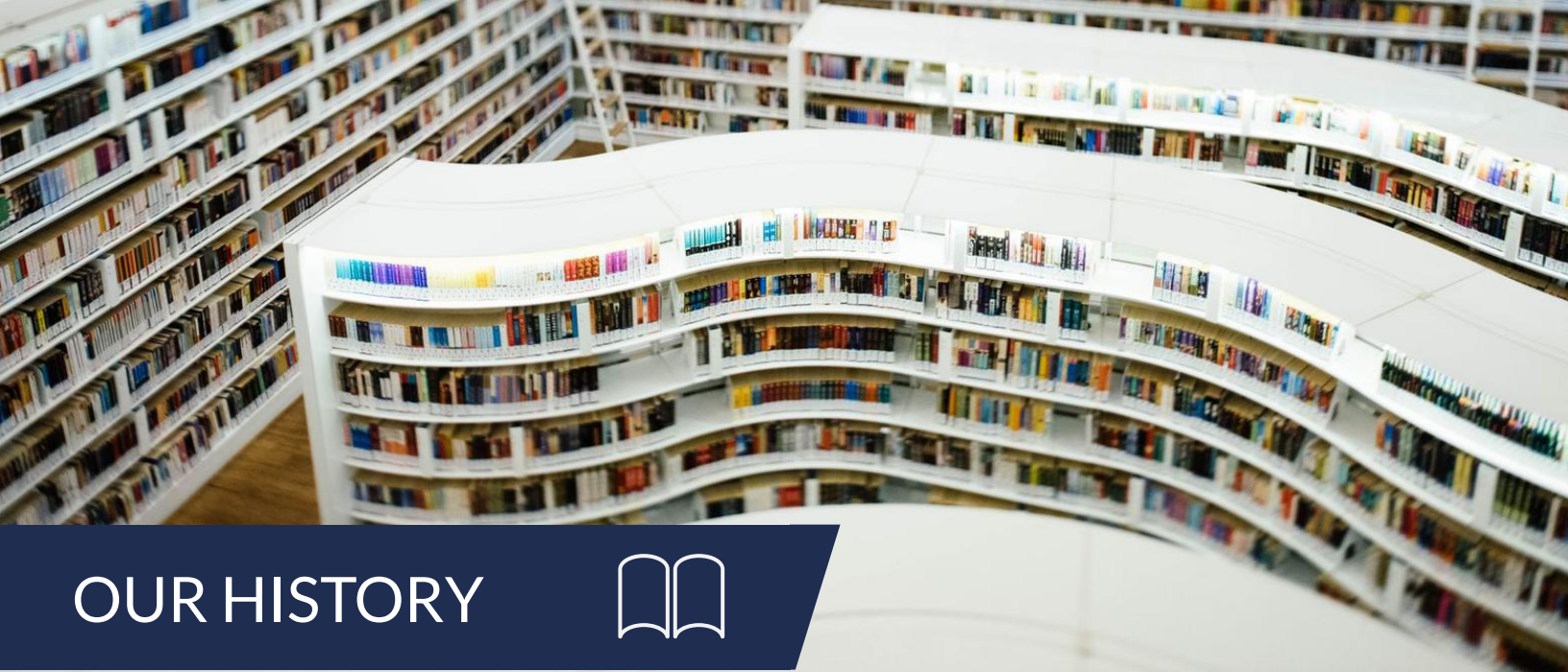
We are a global network of universities, business schools and business organizations. We are committed to engage with innovative startups, junior enterprises, civil society organizations, research centers and other stakeholders that share our values and want to work together to contribute to a sustainable future for business in society.

OUR VALUES

ABIS and its employees hold three key values:

- **care:** we are considerate of others and committed to high standards of quality, blending human touch and professionalism
- **courage:** we dare to speak up even when it's difficult, to imagine and experiment with creative solutions that make a difference
- **trust:** being open, honest, transparent and building confidence in others is a key factor in our interactions.





OUR HISTORY



ABIS was founded in 2001 and launched at INSEAD in 2002 with the support of the leading business schools in Europe (Ashridge, Bocconi, Copenhagen, Cranfield, ESADE, IESE, IMD, INSEAD, London, Vlerick, Warwick) in partnership with IBM, Microsoft, Johnson & Johnson, Unilever and Shell. The initiative was driven by a shared belief that the challenges linked to globalization and **sustainable development required new management skills, mindsets and capabilities.**

ABIS developed a strong role in responding to this need and it focused on **integrating sustainability at the heart of business curricula, corporate policies and strategies** by providing knowledge and capacity building. Some of our members have been part of our network since our foundation, which is as exciting as welcoming new members, learning and growing together into more responsible and committed individuals and organizations.

OUR NETWORK



As one of the few existing business-academic networks, we nurture a unique experience and contribution to a more sustainable world. We trust that research and business have a role to play and we support and cross-pollinate joint efforts between academia and business. Our network is big enough to always have new knowledge and ideas flowing, but also small enough to build strong and unusual bonds and create intimate spaces for brave discussions.

We care about our network priorities and needs. We encourage our members to openly share their progress, challenges and dilemmas to learn and further improve. This creates an inclusive community and environment where individuals feel safe to share and value each other's insights and experiences. This contributes to develop and scale up their sustainability efforts in research, education and responsible ways of doing business.

WORKING TOGETHER



We function as an ecosystem - bringing together and facilitating interactions among academics and sustainability change agents to drive systemic change for sustainability. Knowledge is gained, skills are formed and partnerships are created to accelerate this change.



We engage our members at different levels of seniority. In particular, our activities are dedicated to :



**sustainability change
agents in business**
leading the sustainable
development agenda
forward in companies



faculty members
active in
sustainability
research, teaching
and management



**movers in business
and academia:**
students, junior
researchers &
young leaders

ENGAGEMENT AREAS



We create resources and facilitate access to relevant insights and research and share best practices to develop sustainability change agency & leadership. We support our members and engage in EU projects on a variety of focused and interdisciplinary issues to drive sustainable development, innovation and change.



Our ambition is to make a significant contribution to the debate and the practice involved in equipping current and future business leaders with the knowledge, skills and capabilities for the long-term success of business in society. We create spaces and discussion platforms fostering thought leadership through our flagship or tailored events.



We empower and foster individual development, change agency and shared learning by providing access to business and academic experts, using effective tools and methodologies and creating supportive connections necessary to contribute to address environmental and social challenges.



We engage institutions by using long-term systemic thinking and management models designed for making continuous improvements, institutional strategy developments and stimulating innovations. We help to increase the outreach and visibility of our members' activities and results.

The following pages offer a more detailed overview of our offerings in each engagement area.



KNOWLEDGE PRODUCTIVITY

Publications

Each year at the ABIS annual **Colloquium**, we invite researchers and practitioners to present their **latest research findings** and relevant insights. We then collect submitted research papers and business cases into a yearly **ABIS Special Issue** on a timely topic published in relevant academic journals.

The Special Issues are one of the best ways how to initiate **peer-to-peer learning** and **knowledge sharing**. The aim of the publications is to stimulate learning, offer access to **innovative, high quality resources, methods** and **practices** and **advance our knowledge in sustainability**.

Most recently, we have published **Special Issues** on:

- [Business in Society: Measuring Impact and Creating Change](#) (March 2021)
- [Best Sustainability Teaching Practices](#) (April 2022)

Currently in works:

- Driving impact through responsible investing (publishing: spring 2023)

ABIS is organizing and supporting the publishing process from start to finish. We initiate the **Call for Papers** (autumn, winter time) and **Call for Reviewers** (winter time) on an annual basis.

We take stock of our expertise and the knowledge of our network to also co-create **position papers, research and mapping reports** and **toolkits** on specific topics (also on demand) giving out exclusive or priority access to our network.

We create:

- [Position Papers](#)
- [Toolkits](#)
- [Research and Mapping reports](#)

KNOWLEDGE PRODUCTIVITY

EU funded projects

The ABIS Membership includes support and contribution to our members efforts in securing EU funding and fostering collaborative partnerships.

In 2021, we redefined the ABIS involvement in the EU projects. Joining consortia, EU proposals and projects we take on roles in:



Leading dissemination and communication strategies and work packages



Overseeing or supporting work packages or project tasks which are in line with our mission and strategy



Advising and consulting overall project proposal in its impact

We agree to our involvement in EU projects and proposals if:

- the aims and objectives are aligned with our core mission
- we are able to engage our business and academic members through our tasks
- the results and deliverables of the project can directly benefit our network and can be exploited by our members

We are also open to being part of **Advisory Boards**.

We do not lead nor coordinate project proposals or projects.

ABIS has a consistent track record in being involved in EU projects. Our participation and contribution complements the excellent science of our members and brings unrivalled benefits in the impact and implementation of projects due to the reputation and connections of our network.



EVENTS & OPINION LEADERSHIP

ABIS Events

We bring the network together at least twice a year for our two flagship highly professional and interactive events:

- Annual Colloquium (autumn time)
- Knowledge Into Action Forum (KIAF) (spring time)

The topics of the flagship events are timely, change each time and depend on the current policy developments, geopolitical context, socio-economic challenges and the interests and needs of our members.

Our most recent flagship events include:

- KIAF: Futures of Business Education
- Colloquium: Driving impact through responsible investing.
- Knowledge Into Action Festival
- Colloquium: Coming full circle? Sustainability and future-proof global recovery.

On top of our flagship events, we often organize smaller **online** or **in-person discussion circles** and **webinar series** on specific relevant topics of interests of our members. We give spotlight to the experts from our network, younger generations and provide perspectives from industry and business.



Opinion Leadership

In order to support our corporate and academic members to disseminate relevant sustainability research and knowledge, amplify their impact and develop as thought-leaders and role models, we offer our expertise in designing, organizing and facilitating events and workshops.

We provide with support and services such as:

- Consultation on format, programme and organization of an event
- Assessing relevant business or academic experts and speakers
- Coordinating and liaising with speakers
- Communication, administration and finance liaison between speakers and the organization
- Knowledge support for speaker's briefings and speaker's preparation pre-event
- Dissemination and communication prior-event to our network and beyond
- Possibility to use ABIS branding for communication materials
- Facilitation and Q&A support during event
- Post-event report with key insights

Most recently, we have had a very fruitful collaboration, organized and supported the following events:

- NN IP Responsible Investing Summer Course (editions: 2020, 2021, 2022)
- ABIS & AMS Value Creation Roundtable (editions: 2020, 2021)
- GSOM Emerging Markets Conference (since 2018 annually)
- LJM Social Value at Universities, Global Symposia (2022)

PROFESSIONAL DEVELOPMENT



Mentoring Programme

Every September, we roll out a **9 months ABIS** online (or hybrid) **Mentoring Programme** which aims to strengthen the learning and development for **Early Stage Researchers** and creating supportive connections that are necessary in order to contribute to address the environmental and social challenges.

The goal of the Mentoring Programme is to empower **young academics** active in the sustainability field, helping them reach their full potential in professional and personal development. We support them to take the role as **change agents** in order to contribute to addressing the environmental and social challenges and making a positive impact on society.

The mentees are connected through a **match-making process** with highly **experienced mentors** both from academia and business. from whom they receive **6-8 hours of 1:1 mentoring sessions**.

The programme also includes **several complementary workshops** that aim to equip them with knowledge, competencies and better understanding of themselves and their possibilities in their professional development.

We initiate the Call for Mentors and Call for Mentees in summer time (July-September).



Regular 1:1 meetings Mentor-Mentee



Events and workshops

ESR
objectives



Feedback and follow-up



Informal meetups

PROFESSIONAL DEVELOPMENT

Scenario Exploration System

As part of our Professional Development activities, we also use a **serious gaming and foresight tool** Scenario Exploration System that helps participants to explore **systemic and long-term thinking** while interacting with **different societal stakeholders** and **exploring alternative future scenarios**. We have experience with scenarios on Sustainable Lifestyles 2050, Futures of Circular Economy, EU Bioeconomy in 2050, Futures of Business Education.

The tool was developed by the European Commission Joint Research Centre to facilitate the application of foresight in practice through an interactive and participatory process. During the workshop, participants are able to explore different future realities through engaging in a simulation or role-play in order to better anticipate possible future developments and make informed decisions and strategies in the present to shape the future.

We deliver:

- Scenario Exploration System Tasters (one hour teaser)
- Scenario Exploration System workshops (min. 3 hours)
- Facilitator Training (2x 2 hours)
- Modifications and tailoring of the tool and workshop for the needs of our member

The tool and workshops that we deliver are highly versatile and can be tailored to different scenarios, audiences and for different desired outcomes.

Outcomes include both planned and serendipitous learnings. While each experience is unique, participants gain higher awareness of sustainable development, the need for collaboration as well as the importance of change agency and individual action.



INSTITUTIONAL DEVELOPMENT

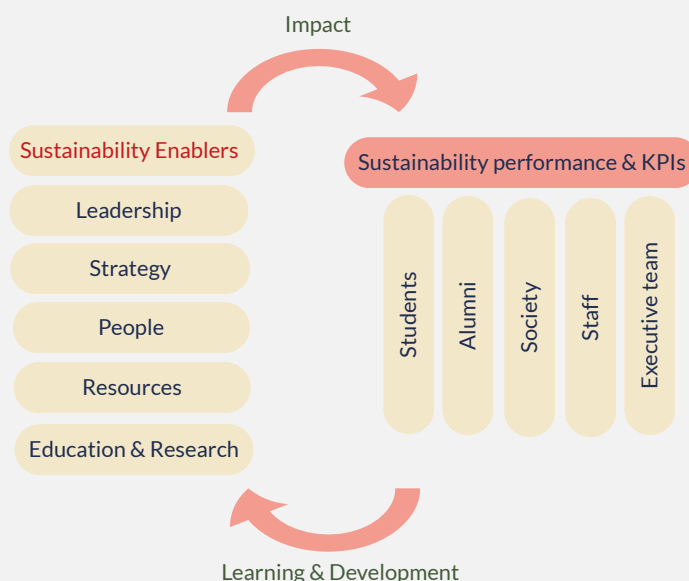


ABIS Sustainability Assessment

The ABIS Sustainability Assessment is a management model designed to integrate sustainability in higher education institutions (HEIs). Its purpose is to report to decision makers of these institutions:

- The actual status of sustainability implementation at institutional and academic level
- How to effectively enable sustainability initiatives
- The impact of sustainability actions on the institution's stakeholders
- Suggestions for priorities in developing sustainability strategies

The framework below illustrates how sustainability results (with respect to internal performance, students, staff, alumni and business as well as society) are enabled by leadership and strategy and delivered through research and education processes, people, and resources.



ABIS will provide the institution with a survey containing different sets of questions directed to different internal and external stakeholders. Any HEI undergoing the Assessment will receive a tailored report by ABIS, as well as step-by-step support and instructions.

INSTITUTIONAL DEVELOPMENT



Scenario Building and Exploration

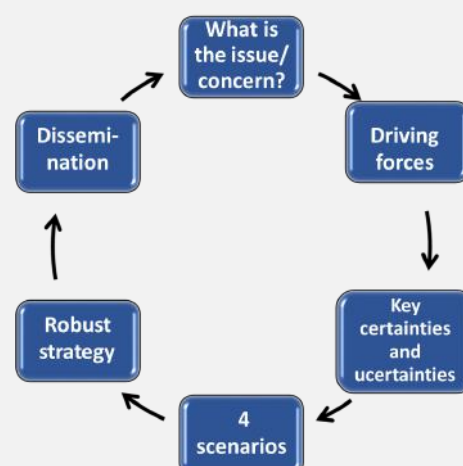
During the Knowledge Into Action Forum in May 2022, we initiated the "**Building future scenarios of business education**" initiative which investigates: "What needs to be changed in business education and how so that we accomplish sustainable development? "

Through a series of scenario building exercises, the aim of this initiative is to **develop a foresight model** to **facilitate change in business schools** in the ABIS network and beyond.

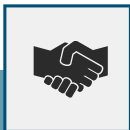
This will help to **identify the risks and opportunities**, **inform strategy development** and **stimulate innovation** make informed decisions and **take actions** in the present towards a desired future.

Once these future scenarios will be developed, a **new version of the Scenario Exploration System** will be created and offered to all our members.

In this process, we use a research-based and proved foresight methodology and we are able to **support you too to build scenarios on different sustainability topics**. For example, we have supported the creation of Circular Economy scenarios. We provide with consultation and organization of the scenario building process, inviting different stakeholders and facilitating the discussions to reach the creation of 4 alternative scenarios and their storylines.



MEMBERSHIP OPTIONS



FULL INSTITUTIONAL PARTNERSHIP

€ 11 000

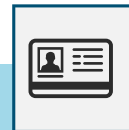
A partnership provides maximum benefits for the members including automatic invitation to take part in the strategic decision making in the organizational structure and governance. The partnership offers a **tailor made solution** and special arrangement for the needs of the partner institution.



FULL INSTITUTIONAL MEMBERSHIP

€ 7 000

The most classic type of membership for every academic and business organization which is fully committed to take an active part in the network by sharing, questioning and acting for a more sustainable world.



ASSOCIATE INSTITUTIONAL MEMBERSHIP

€ 3 000

A special membership for newcomers that would like to try being part of our community, share knowledge and expertise with other members and engage in ABIS initiatives **for one year**. Afterwards it turns automatically into a full institutional membership.

On top of our four classic memberships, we also have the **Affiliate Membership**. This covers strategic alliances with international associations, NGOs, start-ups and junior enterprises that share our mission and values and help us accelerate the transition to a more inclusive and sustainable business in society.

OTHER COLLABORATION OFFERS

On top of our membership, we offer **on-off** or **project base agreements**.

Please contact us, we will be happy to offer you a **tailor made solution** and send you a quote of our services to non-members.

Commitment and Value of ABIS Membership

Activities and Initiatives	Institutional Membership	Associate Institutional Membership
Nomination and election of the ABIS Board of Directors		
Access to the ABIS business-academic network		
Participation as a guest editor, author or reviewer for the annual ABIS Special Issues		
Exclusive or priority access to reports, toolkits, special issues and other publications		
EU projects involvement and support		
Participation to the ABIS flagship events (Colloquium, Knowledge Into Action Forum)		
Participation to roundtables and webinar series		
Support for designing, organizing and facilitating events		
Participation as a mentor or mentee to the Mentoring Programme	Additional costs may apply	Additional costs may apply
Participation to the SES Tasters		
Scenario Exploration System Workshop and its facilitation		
Scenario Exploration System Facilitator Training	Additional costs may apply	Additional costs may apply
Modification and tailor made solution for Scenario Exploration System and scenario building support	Additional costs may apply	Additional costs may apply
Participation in the ABIS Sustainability Assessment	Additional costs may apply	Additional costs may apply
Access to the new scenarios of Futures of Business Education		
Use of ABIS communication channels to disseminate institutional news, events and other sustainability focused initiatives		

For any of the initiatives and engagement activities,
please do not hesitate to contact us for further
information or an exploratory call:



Ivo Matser
Chief Executive Officer
ivo.matser@abis-global.org



Giulia Lizzi
Business Development & Membership Officer
giulia.lizzi@abis-global.org



Karolina Sobczak
Knowledge Manager
karolina.sobczak@abis-global.org



Katarina Haluskova
Project Communication Specialist
katarina.haluskova@abis-global.org

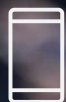


Antonino Mangano
Office Manager & Communication
Support
antonino.mangano@abis-global.org



Address

Avenue Louise 231,
1050 Ixelles, Brussels



Phone

+32 491636753



Website

<https://abis-global.org>



Social Media

[@abisglobal](#)